



# Connecting Kids to Coverage National Campaign

## RADIO PUBLIC SERVICE ANNOUNCEMENTS (PSA) LIVE READ SCRIPTS – “VISION CARE”

Reach out to local radio stations to spread the word about Medicaid and the Children’s Health Insurance Program! The following scripts are designed to be read by local radio personalities when free airtime is available. Substitute your organization’s contact information/program name or use the general scripts. Be sure to provide the different lengths as stations may have varying needs.

**For tips on pitching PSAs to radio stations check out the Campaign’s [10 Tips for Putting Public Service Announcements to Work](#).**

### 10 Seconds

Help your kids see their bright future. Free or low-cost vision care coverage is available in your state through Medicaid and CHIP. Learn more at [InsureKidsNow.gov](#).

### 15 Seconds

Help your kids see their bright future. Vision care is covered for children and teens through Medicaid and the Children’s Health Insurance Program. Learn more about this free or low-cost health coverage at [InsureKidsNow.gov](#) or call 1-877-KIDS-NOW.

### 30 Seconds

Did you know one in four kids have undetected vision problems? From eye exams to glasses and more, you can help your kids see their bright future. Vision care is covered for children and teens through Medicaid and the Children’s Health Insurance Program. Learn more about this free or low-cost health coverage that’s available in your state and sign up today. Visit [InsureKidsNow.gov](#) or call 1-877-KIDS-NOW.